



World Premier

FOOD EXPORT ALLIANCE PAVILION

Chicago

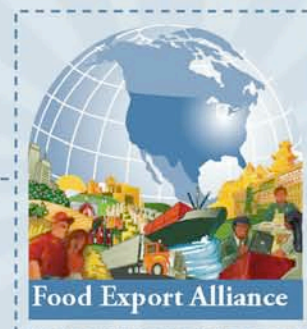
U.S. Food Export Showcase
Global Food & Style Expo
McCormick Place - Chicago, Illinois
April 27-29, 2008



PAVILION ORGANIZERS



EXTRA EXHIBITOR BENEFITS *at No Extra Charge*



FOOD EXPORT ALLIANCE

At the service of Midwestern & Northeastern producers and processors of value-added food and agricultural products

The Food Export Alliance is a partnership between Food Export-Midwest and Food Export-Northeast, non-profit export associations whose primary functions are to develop export markets for U.S. food producers in 22 member states:

Midwest

Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota
Missouri
Nebraska
North Dakota
Ohio
South Dakota
Wisconsin

Northeast

Connecticut
Delaware
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

FOOD EXPORT ALLIANCE PAVILION

Thanks to the joint initiative of the two regional trade groups, Food Export Association of the Midwest USA and Food Export USA-Northeast, Midwest and Northeast exporters will benefit from value-added services that will go a long way in making their participation in the U.S. Food Export Showcase (USFES) more effective.

Services exclusively offered to Food Export Alliance Pavilion Exhibitors free of charge as part of the all-inclusive participation package:

- ▶ *Food Export Marketing Forum* – a series of education sessions to help exhibitors learn more about 20 international markets and the growing demand for American products.
- ▶ *Meetings with Food Export Alliance international marketing representatives* from over 20 markets around the world to gain insight into opportunities for food and agricultural products in their markets.
- ▶ *Comprehensive/cost effective booth package* in the U.S. Food Export Showcase section of the Global Food & Style Expo – a turnkey booth package exclusive to the Food Export Alliance Pavilion that will greatly simplify the exhibiting process.
- ▶ *Networking with Food Export Alliance and State Agricultural Promotion Agencies staff* to gain knowledge about export programs and services to help exhibitors succeed internationally.

Never have
MIDWEST & NORTHEAST EXPORTERS
had a better offer to exhibit
within *the* U.S. Food Export Showcase!

BUYER'S MISSION

Exhibitors will have the opportunity to register for one-on-one meetings with pre-screened, qualified importers to obtain sales leads and valuable feedback from importers/buyers about the potential for exhibitors' products in their country.



U.S. FOOD EXPORT SHOWCASE: Global food buyers *at your doorstep!*

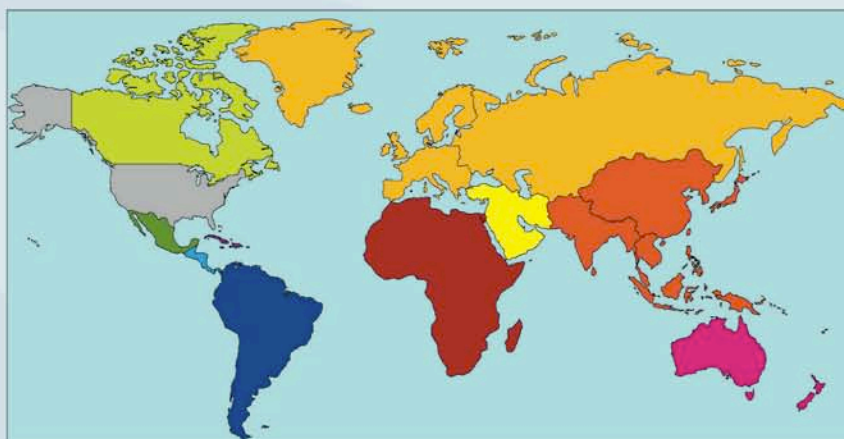
A Vital Step for Any U.S. Food Exporter

The Food Export Alliance Pavilion will be part of the U.S. Food Export Showcase, organized by the National Association of State Departments of Agriculture (NASDA). The U.S. Food Export Showcase has become the single most important annual trade show event in the United States for U.S. food and agricultural exporters, attracting qualified global buyers to Chicago every year since 1997.

After co-locating their individual events for years in Chicago, NASDA along with the National Association for the Specialty Food Trade (NASFT) and the Organic Trade Association (OTA) will host the "Global Food and Style Expo" from April 27-29, 2008, thus creating one of North America's largest food-focused events.

MORE THAN 2,200 INTERNATIONAL ATTENDEES...

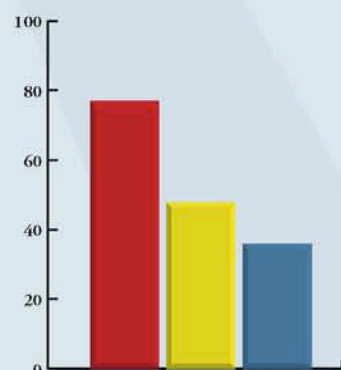
Africa	133
Asia	221
Europe	221
Middle East	221
Canada	442
Mexico	89
Central America	133
South America	265
Caribbean	331
Australia and New Zealand	155



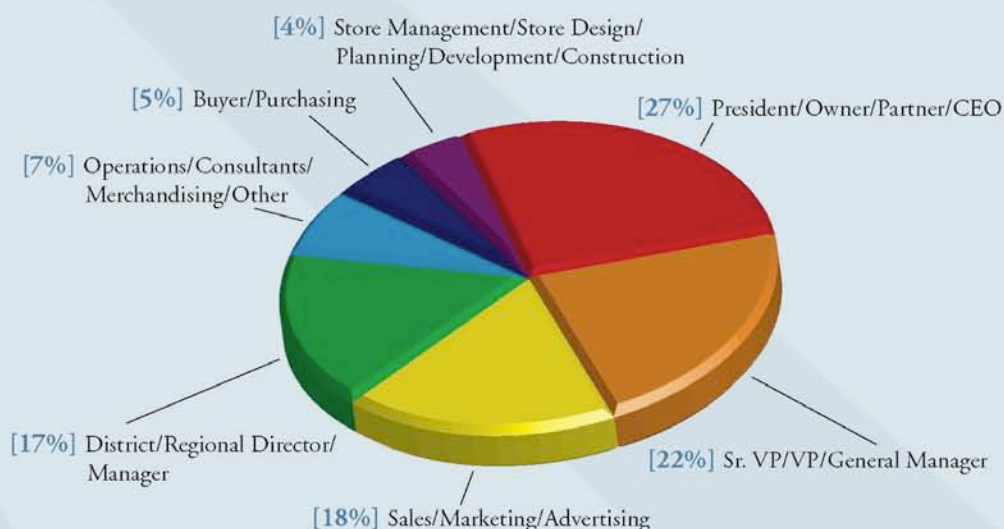
... FROM NEARLY 100 COUNTRIES REPRESENTED

DIVERSIFIED BUYERS

77% Supermarket / Retail Sales
48% Restaurants / Institutional
36% Foodservice & Retail



INTERNATIONAL ATTENDEE JOB FUNCTIONS





World Premier FOOD EXPORT ALLIANCE PAVILION Chicago

Participation in the Food Export Alliance Pavilion in the U.S. Food Export Showcase at the Global Food & Style Expo 2008 offers you the prestige and visibility of exhibiting with other companies from the Midwest and Northeast while keeping your own identity ... your individual booth with a cost-effective, complete service package and "one-stop shop" for logistics.

Exclusive Services & Amenities For All Food Export Alliance Pavilion Participants:

- ▶ Prime exhibit location on show floor
- ▶ Attractive Food Export Alliance identification (and additional state identification participating as a group) – focal point for international importers and brokers
- ▶ Extra marketing support services including promotion to importers and on-going market assistance during the show (see list of extra benefits on inside cover page)
- ▶ Welcome Desk and Service Information Counter
- ▶ Private Matchmaking/Meeting Area
- ▶ Presentation Area with Seminars and Educational Sessions
- ▶ Professional guidance and total logistical coordination from IMEX Management staff

BOOTH PACKAGE (100 SF)

- ▶ upgraded fascia with company name
- ▶ wall-to-wall carpeting with padding
- ▶ back and side hard partition walls
- ▶ 3 spotlights
- ▶ 1 120-volt/500 watt outlet
- ▶ 1 demonstration counter with storage
- ▶ 3 wall shelves (1 meter long each)
- ▶ 1 wastebasket
- ▶ daily booth cleaning

Booth Cost:

up to December 5, 2007: \$2,700.00*
after December 5, 2007: \$3,000.00

* Note:

Food Export Alliance Pavilion Exhibitors pay the same price as USFES exhibitors but receive more benefits (see above). Eligible companies may receive 50% reimbursement with the Branded Program.

Standard USFES Services:

- ▶ Pre-show worldwide promotion via free web listing on USFES website www.nasdatradeshows.org, and listing in USFES show magazine mailed prior to show dates and distributed on-site
- ▶ International Export & Promotion Guide containing valuable information about optimizing your participation and sources of export assistance available
- ▶ Attendee registration list with complete buyer information
- ▶ Access to International Trade Center, offering business and translation services with interpreters adjacent to USFES exhibit floor
- ▶ One individual entry in official USFES Directory
- ▶ Press assistance from communication experts
- ▶ Lead retrieval system
- ▶ Exhibitor badges





letter from **Tim Hamilton, Executive Director**

Dear Exhibitor:

Food Export-Midwest and Food Export-Northeast look forward to welcoming you to our Food Export Alliance Pavilion premiering at the 2008 U.S. Food Export Showcase, being held in Chicago, Illinois, on April 27-29, 2008.

Now part of the Global Food and Style Expo, this event continues to provide a forum where you can meet buyers from around the world. Importers, retailers, and foodservice buyers seeking high-quality food products will take notice of a new focus on the Midwest and Northeast regions of the United States.

As part of the event, we are offering an enhanced set of services designed to help you maximize participation in the show and grow sales in international markets. Our unique program features meetings and education sessions with our in-market representatives from over 20 markets around the world. We have also simplified the exhibiting process for you by offering a comprehensive turnkey booth package with single-source logistic coordination.

And, in conjunction with this year's event, you'll have the opportunity to participate in a Buyer's Mission – one-on-one meetings with any pre-screened qualified importers who are interested in learning more about your product.

We hope you will take advantage of this excellent opportunity to learn more about the global marketplace and make connections with motivated buyers. Together with IMEX Management, we will do everything we can to ensure that your participation is a seamless and productive experience.

We look forward to seeing you in Chicago.

Sincerely,

Timothy F. Hamilton
Executive Director



TO RESERVE SPACE
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Food Export-Midwest and Food Export-Northeast prohibit discrimination in employment and services. For persons with disabilities who require alternative means of communication or those interested in our full non-discrimination policy, please contact us.

Food Export-Midwest and Food Export-Northeast administer many services through Market Access Program (MAP) funding from the USDA, Foreign Agricultural Service.

TO RESERVE YOUR SPACE, CONTACT:

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